

CALIFORNIA APPRENTICESHIP COUNCIL

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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday – July 30, 2008 4:01 p.m.

I. Call To Order/ Roll Call

Commissioner Donna Bechthold conducted the meeting in the absence of Cedric Porter. The meeting was called to order at 4:05 p.m.

Members present: Donna Bechthold, Anne Quick, Renee Bacchini, and Acting Chief Glen Forman

Members absent: Cedric Porter, Les DenHerder

A quorum was met.

Review/Approval of the minutes of January 23, 2008

The minutes from the last meeting were reviewed and approved as written. None opposed.

II. Open discussion on how to better market California Apprenticeship

- Commissioner Bechthold opened the meeting with an open forum discussion on how to better market the Apprenticeship Programs in the State of California and gave the following review of the purpose of the committee; to develop a plan for disseminating public information regarding apprenticeship and to consider and assist in planning promotional activities as sponsored by the CAC. Ms. Bechthold went on to give an overview of the last meeting stating that there were discussions on ideas that included collaborating with other state departments such as Cal Trans, their workforce initiatives and various school districts. The discussion also encompassed education teachers, counselors and parents on the virtues of apprenticeship as an alternative to college.

- Renee Bacchini, Special Assistant to the Chief, gave the following report:

Ms. Bacchini has been working on producing a three minute video from the "I Built It". The video will be targeted to the Junior and High School level students. She met with the California Department of Education and the Secretary of Education to have the video distributed to the classrooms. The Departments suggested doing an outreach to the teachers who will be showing the video in the classroom. Posters and post cards will also be available to be downloaded and printed from the website. They will also be distributed throughout the State and through the Department of Education.

Ms. Bacchini also met with the Employment Development Department and the video and materials will be distributed through all the Workforce Investment Boards. The Consultants attended a Marketing Training meeting and discussed marketing to the Workforce Investment Board and becoming more connected with the Career One Stop Centers.

Ms. Bacchini expressed that the focus at this time is to target the Junior and High School level students in the hopes to plant the seed of a future in Apprenticeship.

- Suggestions from the public:

Paula Resa, Carpenters Training Committee Coordinator for Northern California asked if DAS could make a list of Pre-Apprenticeship Programs that are available in California. Ms. Bacchini responded that although it is not the charge of the DAS she could see them building relationships with the Pre-Apprenticeship Programs and perhaps building a resource website. Another suggestion on marketing apprenticeship is to advertise on Billboards on the side of the road that could be used at no cost, if you provide the materials.

Ms. Bacchini spoke about the fact that some Veterans are not aware that they can be on an apprenticeship program or an On the Job Training program and collect on their Montgomery GI Bill benefits. There will be material available on the DAS website that will be available to download and print for anyone who has contact with Veterans. DAS is working with the Department of California Veterans Affairs and the Employment Development Department.

Renee spoke about educating awarding bodies on ensuring that contractors do have apprentices on the job. She asked the public to send her any information on groups of awarding bodies. DAS is looking for anyone who does Public Works jobs and pays the prevailing wage.

III. Other items of potential interest; developing apprenticeship programs in other areas

- LAUSD will be recruiting for Trade Apprenticeships on the following fields: Electricians, Heating, Ventilation and Air Conditioning (HVAC), Painters, Plumbers, and Sheet Metal Workers
- DAS is collaborating with the California Prison Health Care System to get CNAs, and LVNs through an Apprenticeship Program. Renee also mentioned that the Governor has set aside monies for a Pre-Engineering Certification through an apprenticeship program.
- DAS had a meeting with Boeing, Community College, and CSU to try put together an apprenticeship program that would take someone through the steps and receive an A.S. Degree and have everything in place so they could go directly to a 4 year University.

IV. Adjournment

The motion was moved and seconded to adjourn.

The meeting adjourned at 4:35 p.m.